



**EMPOWER.  
TRANSFORM.  
UNLOCK.**

Shaping The Future Of BFSI Talent, Together.

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# About Manipal Academy of BFSI

Established In 2008, Manipal Academy of BFSI, a UNext Learning entity, part of the Manipal Education and Medical Group (MEMG), is a premier institution that provides industry-relevant education and training for Freshers and Existing Professionals, in traditional operations, sales, and new-gen roles for the banking, financial services, and insurance sectors.

## Our Impact Over The Years



## Challenges In Hiring & Training: BFSI Sector



# Our Solutions



## First-Day-First-Hour Productive Workforce

Acquire effective core skill, communication skills and improved inter-personal relationship management skills.

## Lower Cost Of Hiring & Training

Eliminates need to hire expensive resources and investing time & money into training.

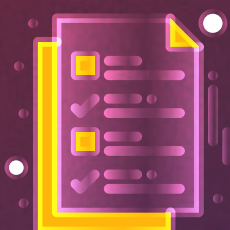
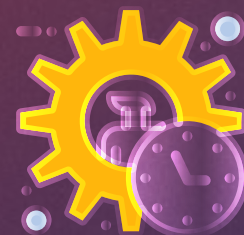


## Program Customised To Business Needs

Complete flexibility to design curriculum as per organisation preferences of content and program duration.

## Academic Program Coupled With Projects

Ensures students are hands-on and productive from day one.



## Reduced Attrition

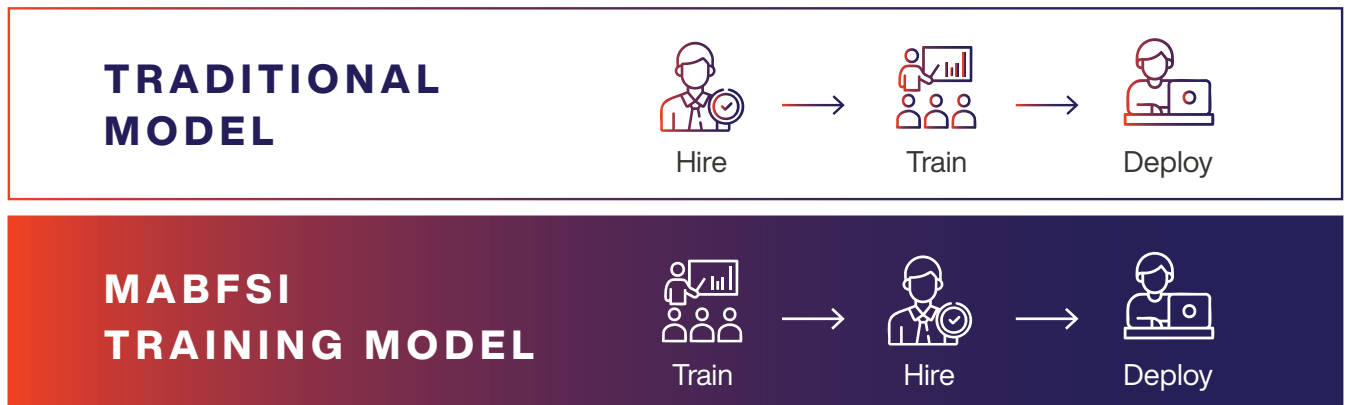
Program designed to build strong cultural & team connections. Financial modelling of loan repayment in our flagship offering also helps reduce attrition.

# The Manipal Academy of BFSI Way



## Talent Fulfilment Solutions

Enabling Organizations to Build a Stream of First-Day, First-Hour Productive Talent



# Strategic Talent Pipeline

1-Year Job Assured PGDM Program



**4 Months**  
On Campus



**2 Months**  
Internship



**6 Months**  
On-The-Job



## ICICI PO Program

Join ICICI Bank's prestigious Probationary Officer's Program, and be a part of a community of over 30,000 successful professionals

- CTC: ₹5,50,000
- Designation: Sales & Relationship Manager



## Axis Bank Young Bankers Program

Join Axis Bank's flagship Young Bankers Program, and kickstart a successful career in banking

- CTC: ₹4,40,000
- Designation: Branch Relationship Officer



## HDFC Bank Future Bankers 2.0 Program

Be part of one India's largest banks, and get trained in a fully comprehensive program to launch your career in Banking

- CTC: ₹5,59,000
- Designation: Branch Relationship Officer



## Kotak Mahindra NexGen Program

Be part of Kotak Mahindra Bank and get trained in a fully comprehensive program that can help you launch your career

- CTC: ₹ 5,00,000.00
- Designation: Branch Relationship Manager



# Rapid Talent Development Program

Empowering Organizations Through Fit – To – Role Training Programs



## Mahindra Finance ‘Prarambh’ Program

Start a Career in a Diverse Business Team at Mahindra Finance

- CTC: ₹4,70,000
- Designation: Business Executive

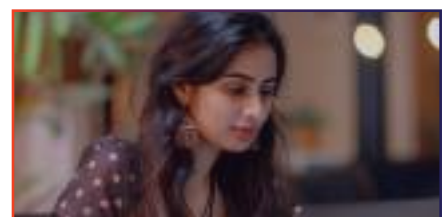
**Mahindra** FINANCE



## Tata AIG Smart Achievers Program

Be part of the prestigious TATA Group, and launch your career in the BFSI industry

- CTC: ₹4,00,000
- Designation: Channel Sales Manager



## Axis Bank Quality Assurance Program

Start your career in Software Quality Engineering at Axis Bank

- CTC: ₹6,40,000
- Designation: Deputy Manager – IT



## ICICI Securities RM Program

Join India's second largest Mutual Fund distributor as a Relationship Manager

- CTC: ₹3,40,000
- Designation: Relationship Manager



## Axis Bank Fullstack Developer Program

Start your dream job with the first-ever Job-assured Fullstack Developer Program

- CTC: ₹8,00,000
- Designation: Deputy Manager – IT



## Motilal Oswal Sales Program

Enter the world of Financial Services with one of India's top companies

- CTC: ₹3,25,000
- Designation: Business Development Executive



# Employee Productivity and Performance

Optimizing Performance Through Scalable Training Programs

## NEW EMPLOYEE ONBOARDING

Manipal's comprehensive new employee onboarding program aims to seamlessly integrate new employees by providing essential skills, fostering ethical conduct, and aligning them with organizational values, thereby reducing attrition, minimizing mis-selling, and enhancing overall employee engagement, operational efficiency, and compliance.

### Expected Outcomes:

Strong Employee Retention | Minimized Mis-selling | Improved Onboarding Efficiency  
Enhanced Employee Engagement | Enhanced Compliance Standards | Reduced Attrition

### Key Topics Covered:

Banking & Business Development | Regulatory Frameworks | Competitive Strategy  
Product Mapping & Sales Process & Strategies | Introduction To Banking Assets  
Behavioural Skills | Communication Skills

**Program Duration: 22 Days**



## TRAINING NEED ANALYSIS (TNA)

Manipal's comprehensive Training Need Analysis (TNA) tool aims to assess the training need to determine the gap between current and desired knowledge skill and abilities of the employee .TNA is a vital step for an organization to ensure that its workforce is equipped to meet the demands of an increasingly competitive and regulatory-driven environment

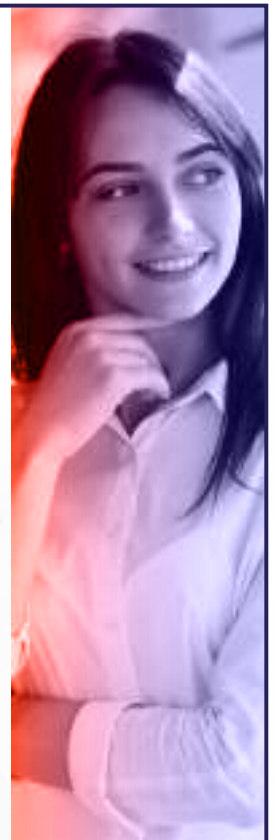
### Expected Outcomes:

Improved Skill Alignment | Customized Training Programs  
Enhanced Employee Performance | Increased Customer Satisfaction  
Cost-Effective Training Solutions | Employee Retention and Engagement  
Future-Ready Workforce | Stronger Regulatory Compliance

### Assessment Methodology:

Questionnaire based survey | Personal Interview | Employee wise Profiling and Coaching  
Performance Appraisal and ratings analysis | Observation | KSA Test | Delphi Method

**Assessment Duration: Mutually decided based on scope & Job Roles.**





## WEALTH MANAGEMENT PROGRAM

Manipal's state-of-art wealth management program aims to build expertise for RMs and WMs, enhance customer trust, ensure regulatory compliance and create competitiveness. The wealth management sector in India is expanding rapidly, with a rising number of HNWIs and UHNWIs, and a surge in demand for professional advice and custom-made financial solutions.

### Expected Outcomes:

Skilled Workforce   Improved Customer Relationships   Better Regulatory Compliance  
Increased Sales & Revenue   Increased Client Retention  
Enhanced Client Portfolio Performance   Adaptation to Technological Trends

### Key Topics Covered:

Introduction to wealth management   Portfolio Management   Investment Planning  
Insurance Planning   Taxation Planning   Retirement and Estate Planning  
Communication Skills   Behavioral Finance   Client Relationship Management  
Regulatory and Compliance

**Program Duration: 5 Days**



## MSME-CREDIT PROGRAM

Manipal's MSME-Credit Training Program aims to enhance credit assessment skills of Employees, Relationship Managers and Credit appraisal team to make them understand the unique financial requirements, risks, and opportunities in the MSME sector, improving the accuracy of credit assessment and loan approvals resulting in reduced NPA risk and holistically increasing MSME Lending portfolio growth.

### Expected Outcomes:

Increased MSME Loan Disbursements   Optimized Use of Government Schemes  
Improved Compliance with Regulations   Digitally Transformed MSME Lending Operations

### Key Topics Covered:

Introduction to MSME Lending in India   Classification and Segmentation of MSMEs  
Credit Risk Assessment for MSMEs   Government Schemes for MSME Financing  
Loan Structuring and Documentation   Loan Disbursement, Monitoring, and Recovery  
Risk Management in MSME Lending   Technology in MSME Lending  
Customer Relationship Management in MSME Lending   Ethical and Responsible Lending  
Relationship Management in MSME Lending

**Program Duration: 5 Days**



## RISK MANAGEMENT PROGRAM

Manipal's Risk Management Program aims to enhance Risk awareness ,compliance with regulatory requirements ,Improved financial stability ,Optimized capital allocation, Increased investor and customer confidence and regulatory harmonization . Risk management, capital adequacy, and liquidity requirements are critical aspects of banking operations, particularly in the context of evolving global and local financial markets.

### Expected Outcomes:

Compliance with International and National Regulations

Improved Risk Identification and Management    Enhanced Financial Stability

Optimized Capital Utilization    Reduced Exposure to Systemic Risks

Improved Stakeholder Confidence    Enhanced Decision-Making and Strategic Planning

### Key Topics Covered:

Introduction to Risk Management    Introduction to Basel Norms    Introduction to Basel Norms

Capital Adequacy and Risk-Weighted Assets    Liquidity Risk and Management

Types of Risks in Banking    Stress Testing and Scenario Analysis

Operational Risk and Governance    Risk-based Pricing and Asset Allocation

Regulatory Environment in India    Technology and Risk Management

**Program Duration: 6 Days**



## LEADERSHIP PROGRAM

Manipal's Leadership program aims at practical insights and holistic learning for individuals in Leadership roles. The program brings in insights into purpose driven approach, aligned to organizational goals and vision. Further the program focusses on how to spearhead change with confidence, Leading teams and creating unique impact

### Expected Outcomes:

Personal Excellence and Self Awareness

Being able to bring in Team Engagement & Team Excellence

Spearhead change for sustainable success with Teams

### Key Topics Covered:

Strengths, Personality Traits    Values & Beliefs, Leadership Styles    Emotional Intelligence

Energy Management    Team Effectiveness Assessment    Coaching    Mentoring

Delegation Strategic Thinking & Models    Raising the bar

**Program Duration: 3- 4 Days**



# Learner Engagement Model

## How We Do It

01

### Highly Customised Program

Co-created programs directly addressing organisation's talent requirements

02

### Domain Specific Modules

Domain specific curriculum with real-time capstone projects for hands-on training

03

### Dedicated Learner Batches

Focused training in technical and soft-skills including live projects

04

### Marketing & Brand Positioning

Co-branded marketing communications and media promotions building on the organisation's market perception

# The Way We Do It

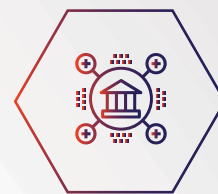
Our Learning Engagement Model, is a streamlined system designed for Optimal Learning.



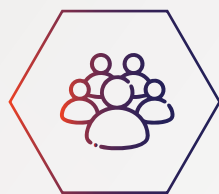
Virtual & Physical Classroom



Field/Branch Visits



Core Banking Solution Training



Group Discussions



Presentations



Role Plays

# World-Class Faculty Expertise

With over 220+ experienced and qualified full-time instructors & 100+ Adjunct Faculty members including currently working professionals, our faculties



**Soumyadip Roy**

VP and Head - Academic Strategy,  
MABFSI



**Murali Krishnaswamy**

Joint Director



**Meena Herle**

Head Of Program



**Venkatesh KV**

Head Of Program



**Bobby Joseph**

Head Of Program



**Prasad SKV**

Head Of Program

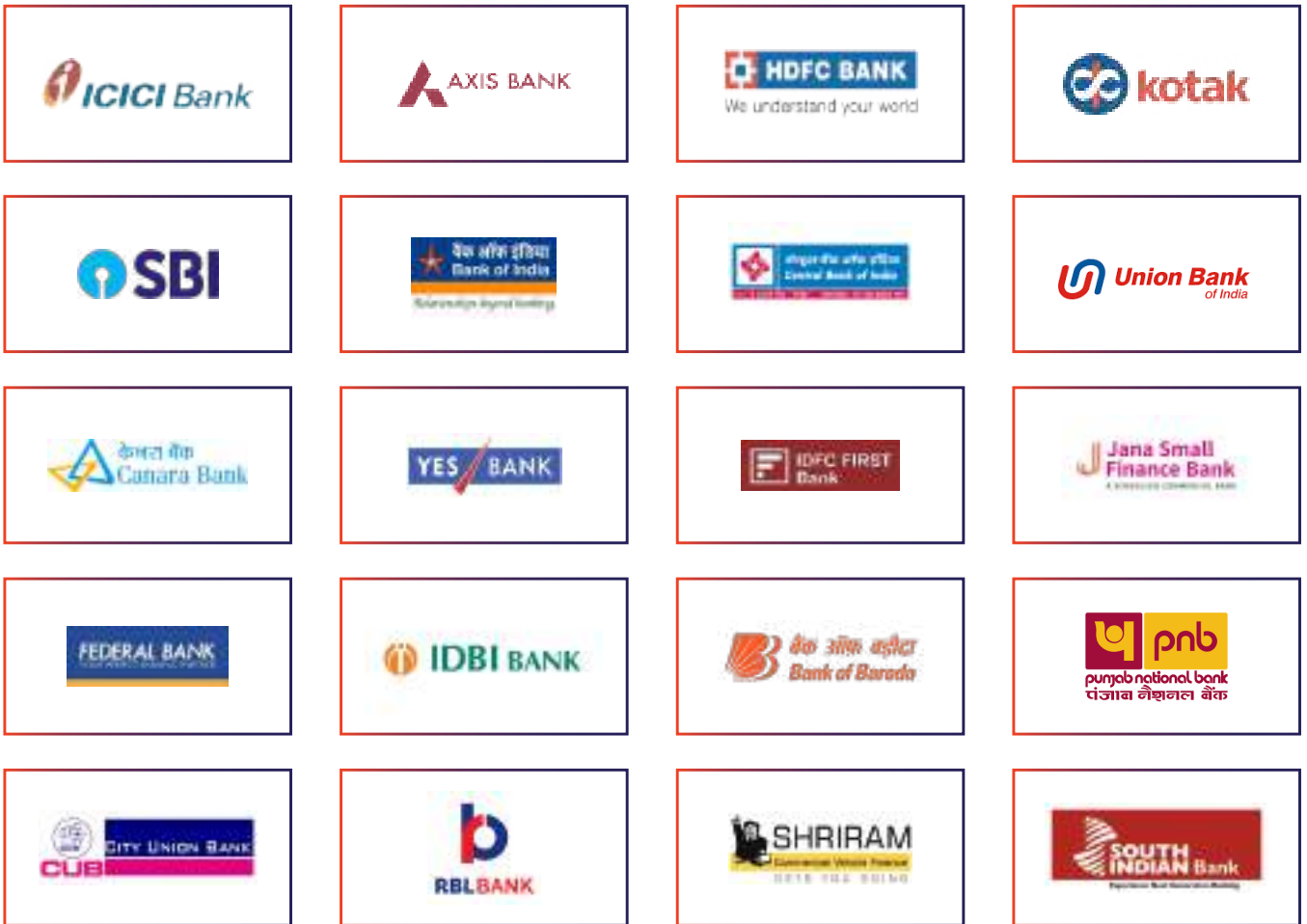


**Sampath Sarathy**

Head Of Program

# Our Reach & Partnerships

## BANKING



## INSURANCE



## NBFCs & OTHERS



## INTERNATIONAL COLLABORATION



# Schedule A Consultation To Transform Your Workforce

Manipal Academy of BFSI  
Survey No 36, Off Thanisandra Main Road,  
Chokkanahalli, Bengaluru – 560064 Karnataka



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